

# gift & home market

# *gift & home leasing*

## LOCATION, LOCATION, LOCATION

The California Market Center (CMC) is surrounded by the Jewelry, Flower & Toy Districts and sits in the heart of the Fashion District, the largest fashion-related wholesale district on the West Coast. Business happens daily in the area. Add into the mix the host of Gift & Fashion Markets the CMC conducts each year and reasons to have a showroom presence at the CMC increases ten-fold.



## IDEAL VENUE

The venue is extremely inviting, featuring a sun-lit atrium in the lobby, convenient and covered parking below the building with plenty of spaces, easy mobility with 14 passenger elevators and two escalators for traveling between floors that are simple to navigate, and 24/7 security.

## A WORLD OF AMENITIES

If you are like most people and spend more time at work than you do at home, the CMC has amenities to make the daily grind a little easier with four banks, coffee shop, convenience stores, dining/food options, shoe repair, dry cleaning, alterations, hair/nail salon, dentist, FedEx, fixtures/displays company, printer and bookstore, along with freight/dock areas and porter service to accommodate your shipping/delivery needs.

## GET EXPOSED

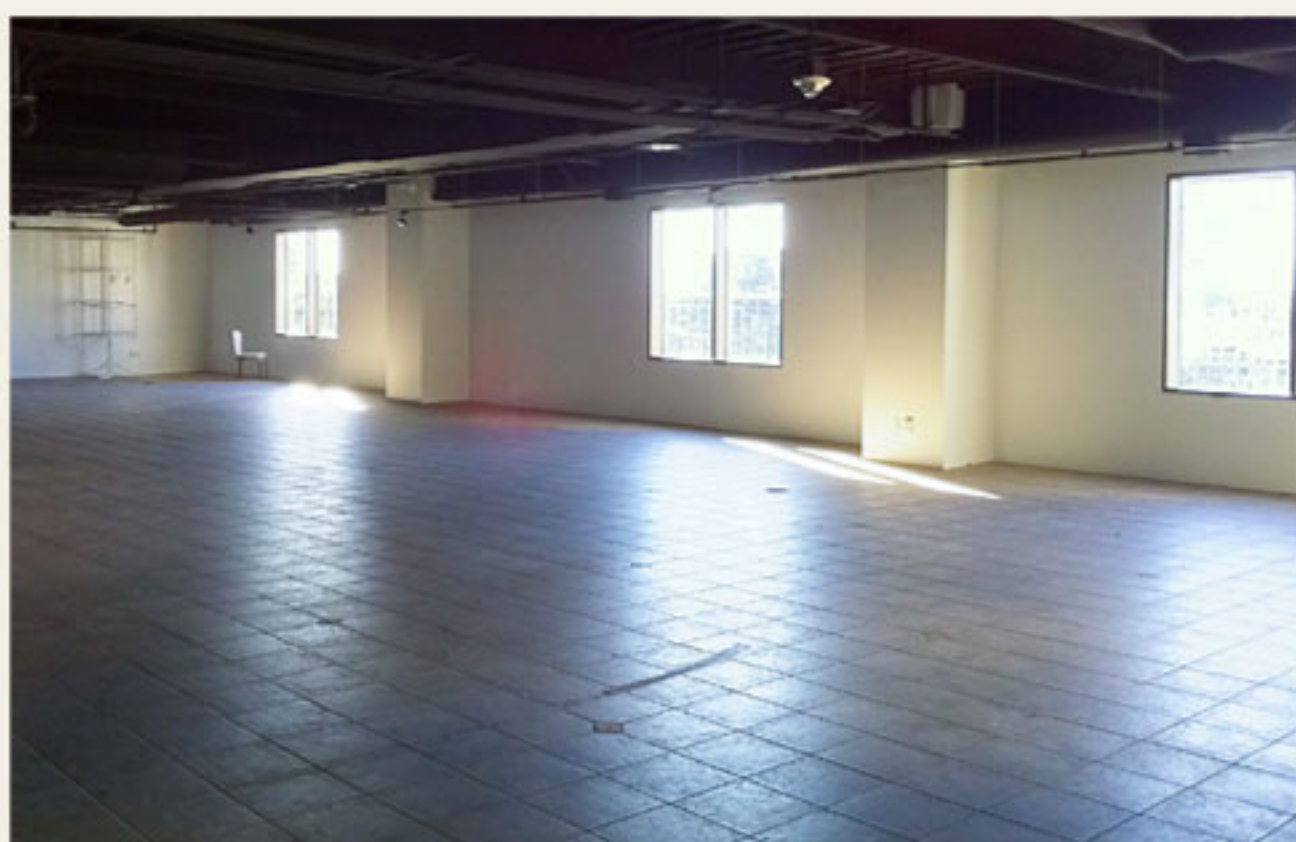
And, there are business advantages when the CMC is your work address. Combined efforts from in-house Marketing, Public Relations & Retail teams will assist in promoting your brands to new and existing customers. Jacki Riggs, a former seven-year employee of the LA Mart with over 15 years of experience in the gift/fashion industries, is an integral part of our Marketing & Retail Relations team.

On-going campaigns include Website Ads, E-Blasts, Press Releases & Media Alerts and social media highlights on Facebook & Twitter, along with market-specific tactics such as telemarketing, trade ads, in-store visits, signage and product displays. There are sponsorship opportunities as well as chances to offer product give-aways to drive traffic directly to your showroom.

## THE BUSINESS OF CATERING TO RETAILERS

Consider the benefit of being located in L.A.'s largest wholesale building shopped by a diverse range of specialty boutiques throughout the year! Savvy store owners understand the importance of offering a wide variety of lifestyle-driven product to their customers. The multitude of merchandise options and resources at the CMC keep them coming back show after show. You can now cater to your existing customers and introduce yourself to new accounts in ONE place!

Retailers are treated like VIPs for doing business at the CMC. During Markets, parking is free for retailers who place an order in a CMC showroom. Also, CMC Travel negotiates discounted hotel rates with some of the best downtown hotels during Markets and courtesy shuttle service is available during the January & July Gift Markets and every Fashion Market five times a year. Additionally, a daily menu of complimentary hospitality and promotions are offered to make the buyers experience welcoming and comfortable during Market.



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*expanding the possibilities*

Locating your showroom year-round at the CMC places your business in the midst of constant activity, increasing your company's potential for exposure to an exhilarating & diverse flow of buyer traffic. In addition to being open weekly for business, the CMC's marketplace is host to a myriad of industry tradeshows and special events throughout the year.



## GIFT & HOME MARKETS

*CMC Gift & Home Markets: January & July*

*Spring & Fall Markets: March & September*

### Market-specific programs:

- + Print advertising in major trade publications.
- + Strategic web banner placement on industry websites.
- + Free opportunities for inclusion of your product images in our marketing campaigns: direct mail, e-blasts, advertising, website graphics & more.
- + Free, frequent graphic e-blasts visually highlighting show room product to our database of over 20,000 buyers.
- + Special promotion of new lines & products in e-blasts, website Directory & social networking sites.
- + Free, targeted outreach to buyer lists you provide with personal invitations to Market by our Retail Relations team.
- + Telemarketing to our retailer database by our Retail Relations team.
- + Personal store visits by our Retailer Relations team.
- + Free listing of your showroom hospitality & special events in our Market Happenings pre-show & onsite promotions, including website, direct mail, e-blasts, social networking sites & Directories.
- + Exclusive, discounted rates at downtown LA's finest hotels.
- + Free & convenient shuttle service between Host Hotels & other area gift shows (during CMC Gift & Home Markets).
- + Free & secure underground parking for buyers.
- + Prominently-featured lobby displays highlighting showroom product (during CMC Gift & Home Markets).
- + Free & fast registration, luggage & coat check.
- + Buyer Swag opportunities designed to direct registering buyers directly to your showroom.
- + Free breakfast & lunch hospitality for buyers (during CMC Gift & Home Markets).

## MARKET TUESDAYS

*Promote your products at these weekly mini-markets featured every Tuesday between Fashion, Gift & Home Markets:*

- + Free listing of your showroom promotions on Market Tuesday Hot sheets.
- + Newsletter e-blasts listing your showroom promotions to our database of over 20,000 buyers.
- + Free feature of your showroom promotions on our blog & social media sites.
- + Free & secure underground parking for buyers every Market Tuesday.
- + Special seminars & programming designed to enhance buyer experience.
- + Free & fast registration, luggage & coat check.
- + Buyer Swag opportunities designed to direct registering buyers directly to your showroom.

## CONTINUOUS PROGRAMS

*Designed to promote CMC showrooms & cater to buyers throughout the year.*

- + Free listing of your showroom & line information in our printed Directory books, online Directory & onsite Directory.
- + Free showroom & product profile on our online visual Directory.
- + Free listing of your products in our online Product Search.
- + Free hyperlink to your showroom's website from our website.
- + Free promotion of your showroom & products on our blog & social media sites.
- + Free promotion of showrooms containing eco-friendly products, including showroom window clings, directional signage, special Directory markings & more.
- + Extensive menu of affordable & strategic advertising & sponsorship opportunities designed to place a spotlight on your brands & showroom.
- + Buyers Lounge & business center open daily for your buyers, featuring free Internet access, fax, phones, copy machines & quiet spaces to work or relax.

## CROSS-PROMOTIONAL OPPORTUNITIES

*Only a showroom at the CMC presents you with the opportunity to expand your market reach to a mix of audiences:*

- + LA Fashion Market is the West Coast trade event presenting apparel, accessories & lifestyle products to boutiques & better retailers from around the world. Featured five times a year.
- + SELECT Contemporary Tradeshows gives higher-end brands the opportunity to showcase their lines to a discerning upmarket audience.
- + LA Kids Market is the largest showcase in the U.S. featuring over 800 of the best children's and maternity products from around the world. Featured five times a year.
- + FOCUS Apparel & Accessories Show presents a juried selection of emerging lifestyle brands for fashion, accessories & gifts. Featured five times a year.
- + TRANSIT is LA's only footwear show and the primary resource for footwear & accessories on the West Coast. Featured five times a year.
- + LA International Textile Show is the industry's largest, most comprehensive marketplace for fashion & interior design textiles on the West Coast. Featured twice a year.
- + LA Majors Market presents hundreds of the industry's top private-label & branded apparel lines for major mass merchandisers, department stores, and chain stores from around the globe. Featured twice a year.
- + Monthly Sample Sales gives you the opportunity to liquidate your surplus merchandise.
- + Check our online calendar for weekly events bringing additional traffic to the CMC marketplace.

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*the cmc showroom advantage*

"We moved to the CMC in 2001 and have never looked back! CMC is a much better venue for markets. There is tremendous energy in the building, as well as ample, safe, parking, restaurants, and other services in the lobby and in the neighborhood. We have experienced nice crossover business from the many Fashion Markets and have no regrets on our decision to make the CMC our home!"

—Mickey Lang, California Marketing Associates (CMA)



## THE PRODUCT SHOWCASE

*At over 2-million square feet, the CMC marketplace boasts a stellar range of renowned brand names in nearly every product category related to fashion, gifts & lifestyle products...all under one roof.*

### CATEGORIES

Accessories, Apparel, Bed & Bath, Books, Boutique, Collectibles, Décor, Entertaining, Floral, Footwear, Furniture, Garden, Gifts, Gourmet, Handbags & Luggage, Holiday, Housewares, Jewelry, Kitchen, Leisure, Licensed, Lifestyle, Lighting, Personal Care, Pets, Plush, Religious, Seasonal, Spa, Souvenir, Stationery, Tabletop, Textiles, Toys, and more

### BRAND SAMPLING

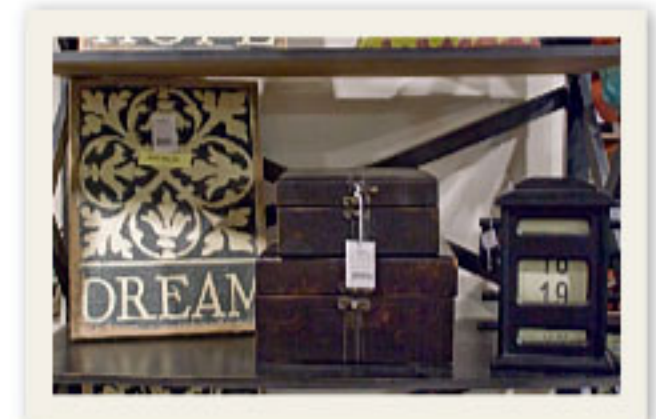
10 Vox Entertainment · A Year to Remember · A. Richesco · A&B Home · Alma Soul · Aquastone Group · ARTEFlorum · Artistique 5 Design · Aspen Bay Candles · Avanti · Biedermann & Sons · Blonder Home · Candy Care · Caswell Massey · CD Card Company · Christomas · Creative Co-Op · D.M. Merchandising · Delton Products · Drake Designs · Faith Collection · Drexler Collection · Echo Design · Edwin Jagger · Empress Arts · Fiesta Toy · Fluff Accessories · Geranium Jewelry · Green Kitchen Tools · Hanky Panky Loungewear · Hobo International · JoAnn Marie Designs · John Hinde · Kids Watch Company · Kurtz Designs · Lady Primrose · Laurel Burch · Le Twist · Manual Woodworkers & Weavers · Mariana Lighting · Michael Thomas Furniture · Nicole Miller Jewelry · Pacific Trading · Paragon · PTM Images · Pumpnickel Press · Puppet Workshop · Pure Visions · RAZ Imports · San Diego Hat Company · Springbok · Surya · Tag · Tainoki Fine Furniture · The Sak · Thoughtful Little Angels, USA · Tyler Candles · Workman Publishing · Young's · and thousands more!



## THE BUYERS

Only showrooms at the CMC can boast visits from an impressive cross-section of gift, fashion, accessories, home decor & lifestyle retailers, including Anthropologie, Amazon.com, Farr's Stationers, Fred Segal, Gumps, Universal Studios, The Hallmark Shops, Urban Outfitters, Marshall Retail Group, Nordstrom, Neiman Marcus, Macy's, Hot Topic, Dillard's, Planet Blue, eluxury.com, Four Seasons, Wynn Las Vegas, Saks Fifth Avenue, Zappos.com, Vroman's Bookstores, Hard Rock Hotel & Casino, and thousands more.

Additionally, the CMC is continuously shopped by a bevy of stylists, interior designers, and market editors looking to source the most exciting product found in Los Angeles.



## ADDITIONAL AMENITIES

*Additional benefits enjoyed by CMC tenants, include:*

- + Building access 24 hours a day with 24 hour security
- + Secure, underground parking and loading dock access
- + Access to non-union, porter service
- + Special tenant access to CMC's meeting and event venues
- + Tenant Discounts on monthly parking rates, booth rates for CMC-produced tradeshows, and other CMC marketing programs one-stop convenience
- + Prominent CMC-based buying offices such as Directives West/The Doneger Group, Dillard's, Barbara Fields Buying Office and Ross Stores scour the Market and connect major retailers to select CMC showrooms
- + Industry staffing agencies at the CMC provide temporary & permanent staff placement
- + Food court featuring Mexican, Korean, Italian, bakeries & more
- + Restaurant & bar
- + Gourmet coffee shop
- + Hallmark store offering stationary, gifts, and office supplies
- + Shoe and accessories stores
- + FedEx & Kinko's
- + Banks, Accounting & Law offices
- + Dry Cleaners, Tailor, Shoe Shine & Repair shops
- + Dental Offices, Beauty & Barber salons

## MORE INFO

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